

<i>SERFF Tracking Number:</i>	<i>LFSC-126259910</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>LifeSecure Insurance Company</i>	<i>State Tracking Number:</i>	<i>43163</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Lead Generation Postcard</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Filing at a Glance

Company: LifeSecure Insurance Company	SERFF Tr Num: LFSC-126259910	State: ArkansasLH
Product Name: Lead Generation Postcard	SERFF Status: Closed	State Tr Num: 43163
TOI: LTC03I Individual Long Term Care	Co Tr Num:	State Status: Closed
Sub-TOI: LTC03I.001 Qualified	Co Status:	Reviewer(s): Marie Bennett
Filing Type: Advertisement	Authors: Sue Howard, Judy Lucas	Disposition Date: 08/12/2009
	Date Submitted: 08/11/2009	Disposition Status: Approved
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

General Information

Project Name:	Status of Filing in Domicile: Authorized
Project Number:	Date Approved in Domicile: 02/24/2009
Requested Filing Mode: File & Use	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 08/12/2009	Explanation for Other Group Market Type:
	State Status Changed: 08/12/2009
Deemer Date:	Corresponding Filing Tracking Number:
Filing Description:	
LifeSecure Insurance Company - NAIC #77720	
Lead Generation Postcard	
Previously Approved Policy Form - LS-0002 AR 03/09	

Attached for your review and approval is a lead generation postcard that will be used by our licensed agents. These forms are new and do not replace any existing forms currently in use in your state. These forms will be used with our approved policy form.

SERFF Tracking Number: LFSC-126259910 State: Arkansas
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Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Lead Generation Postcard
Project Name/Number: /

The only variability available in this form is the agents address and the applicants address.

If you have any questions or need any additional information, please contact me. I can be reached at (810) 220-4610 or jluucas@lifeseecureltc.com.

Judy Lucas
Senior Compliance Specialist

Company and Contact

Filing Contact Information

Judy Lucas, Senior Compliance Analyst jluucas@lifeseecureltc.com
10559 Citation Drive (810) 220-4610 [Phone]
Brighton, MI 48116 (810) 220-4690[FAX]

Filing Company Information

LifeSecure Insurance Company CoCode: 77720 State of Domicile: Michigan
10559 Citation Drive Group Code: 572 Company Type: Life, A & H
Suite 300
Brighton, MI 48116 Group Name: BCBS of MI GRP State ID Number:
(810) 220-8774 ext. [Phone] FEIN Number: 75-0956156

Filing Fees

Fee Required? Yes
Fee Amount: \$20.00
Retaliatory? No
Fee Explanation: 1 form at \$20.00
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
LifeSecure Insurance Company	\$20.00	08/11/2009	29773657

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Marie Bennett	08/12/2009	08/12/2009

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Disposition

Disposition Date: 08/12/2009

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	Lead Generation Postcard		Yes

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Form Schedule

Lead Form Number: LS-0309 XX 08/09

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LS-0309 XX 08/09	Advertising	Lead Generation Postcard	Initial			LS-0309 XX 08.09_postcard.pdf



Worry Less About Long Term Care.

LifeSecure Insurance Company



Long Term Care Insurance

LifeSecure helps you make choices that are right for you.

A long term care insurance policy should be an important consideration in your overall financial plan. And no time is better than the present for you to consider this type of protection. With LifeSecure's Benefit BankSM design and Budget-Point PricingSM tool, it's easy to plan for the future.

Worry Less About Long Term Care. Choose LifeSecure.

Learn more about long term care insurance and what LifeSecure has to offer by contacting me at:

**Agency's logo
or
Agent Photo**

**Agency Name
Agent Name
Phone
email:**



Agency Name
Address 1
Address 2
City, State Zip

CLIENT Name
Address 1
Address 2
City, State Zip

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Rate Information

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